

Appl. No. 09/980,552  
Amdr. dated July 12, 2006  
Amendment

PATENT

REMARKS/ARGUMENTS

Upon entry of this amendment, claims 1-29 have been cancelled. New claims 30-53 have been added. Hence, claims 30-53 are pending. Support for the newly added claims can be found in the specification. No new matter has been added. Reconsideration is respectfully requested.

Claim Rejections

In the Office Action mailed March 13, 2006, claims 28 and 29 were rejected under 35 U.S.C. §102(e) as allegedly being anticipated by Erickson (U.S. Patent No. 6,014,644). Additionally, claims 1-27 were rejected under 35 U.S.C. §103(a) as allegedly being unpatentable over Erickson in view of Giovannoli (U.S. Patent No. 5,758,328). Applicants respectfully traverse all these rejections. But in order to expedite prosecution of the above identified application, claims 1-29 have been cancelled without prejudice in any manner.

New Claims

New claims 30-53 have been added. Among them, claims 30 and 42 are independent claims. Erickson and Giovannoli do not, alone or in combination, teach or suggest one or more claim limitations.

With respect to claim 30, Erickson and Giovannoli do not appear, alone or in combination, to disclose at least selecting a first list of items from a second list of items based on at least information associated with the one or more item selection criteria, the second list of items being stored in a database, each of the second list of items representing a service or a product, and receiving one or more item selections of one or more items from the first list of items.

With respect to claim 42, Erickson and Giovannoli do not appear, alone or in combination, to disclose at least one or more components configured to, at least, select a first list of items from a second list of items based on at least information associated with the one or more

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item selection criteria, the second list of items being stored in a database, each of the second list of items representing a service or a product, and receive one or more item selections of one or more items from the first list of items.

**CONCLUSION**

In view of the foregoing, Applicants believe all claims now pending in this Application are in condition for allowance and an action to that end is respectfully requested.

If the Examiner believes a telephone conference would expedite prosecution of this application, please telephone the undersigned at 650-326-2400.

Respectfully submitted,



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